

ORDER

KSNV

Orders

Order / Rev: **105617**
 Alt Order #: 06843267
 Product Desc: OBAMA SKED A
 Estimate: 1621
 Flight Dates: 08/17/12 - 08/23/12
 Original Date / Rev: 08/16/12 / 08/28/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact:
 Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Obama for America - Revised
 Demographic: A35+
 Product Codes: PLC01-Democrat
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/23/12	39	\$39,350.00	\$33,447.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	39	\$39,350.00	\$33,447.50	0.00
Totals	39	\$39,350.00	\$33,447.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$39,350.00
Market	100%	\$140,535.71

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,160.71
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,107.14
KTUD	1%	\$1,405.36
KVVU	15%	\$21,080.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	6%	\$8,432.14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/17/12	08/23/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week: 08/17/12		08/17/12	08/23/12	MTWT---			2		\$400.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/17/12	08/23/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	2	\$400.00	1	0.00	NM	2	\$800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$400.00		0.00				
E 2	KSNV	08/17/12	08/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$700.00		0.00				
E 3	KSNV	08/17/12	08/23/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$1,400.00		0.00				
E 4	KSNV	08/17/12	08/23/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$500.00		0.00				
E 5	KSNV	08/17/12	08/23/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$325.00		0.00				
E 6	KSNV	08/17/12	08/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$325.00	1	0.00	NM	2	\$650.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$325.00		0.00				
E 7	KSNV	08/17/12	08/23/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$425.00		0.00				
E 8	KSNV	08/17/12	08/23/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$425.00		0.00				
E 9	KSNV	08/17/12	08/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$700.00		0.00				
E 10	KSNV	08/17/12	08/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$600.00	2	0.00	NM	2	\$1,200.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$600.00		0.00				
E 11	KSNV	08/17/12	08/23/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/17/12	08/23/12	MTWT---			2		\$1,000.00		0.00				
E 12	KSNV	08/20/12	08/20/12	Mon PR 9-10p Monday Prime 9-10pm	CM	9-10pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00
STARS EARN STRIPES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M-----			1		\$2,300.00		0.00				
E 13	KSNV	08/20/12	08/20/12		CM	9-10pm	M-----	:30	1	\$2,300.00	1	0.00	NM	1	\$2,300.00

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E 24	KSNV	08/19/12	08/19/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	0	\$0.00
				NFL Football											
				NFL INDIANAPOLIS @ PITT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S	2		\$3,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	08/13/12-08/19/12		NFL Football	1P-9PM		-----Su	:30	(\$3,200.00)	0.00	NM				
				Unresolved											
				[NA]											
2	KSNV	08/13/12-08/19/12		NFL Football	1P-9PM		-----Su	:30	(\$3,200.00)	0.00	NM				
				Unresolved											
				[NA]											
													Totals	39	\$39,350.00